

DOLCE & GABBANA

BUILD THE IDEAL DOLCE & GABBANA
ASSORTMENT TO MAXIMIZE YOUR BUSINESS



WOMEN'S OPTICAL

ODG5026 501 54



ODG5026 3133 54



ODG5026 3247 54



ODG5025 3133 53



ODG5025 504 53



ODG5036 3133 53



ODG5071 3303 52



ODG5076 3314 55



ODG5036 501 53



ODG3258 3268 54



ODG5077 3285 54



ODG5087 3385 53



ODG3373 501 55



NEW

ODG3370 3091 54



NEW

ODG3378 501 53



ADV
NEW

WOMEN'S SUN

ODG4384 501/8G 53



ODG4405 501/8G 53



ODG2279 02/8G 60



ODG4434 501/87 51



NEW

ODG4437 501/87 51



ADV
NEW

MEN'S OPTICAL

ODG3352 501 57



ODG5027 2525 55



ODG1309 1277 57



ODG5103 501 55



ODG5104 501 54



MEN'S SUN

ODG4431 501/87 55



NEW

ODG4403 501/87 58



ODG2220 02/81 57



ODG2288 131387 59



ODG2294 02/87 59



NEW

UNISEX

ODG5102 3133 53



ODG5101 501 52



ADV

ODG6184 331287 52



ODG6187 501/BG 53



ADV

ODG6184 501/87 52



ADV

IDEAL ASSORTMENT

KID'S OPTICAL & SUN

ODX5096 3098 47



ODX3357 3372 47



ODX5097 3094 48



ODX3356 501 51



ODX5095 1551 46



ODX5094 3068 48



ODX4427 3207/Z 49



ODX4427 316387 49



ODX4003 335587 50



ODX6002 33386Q 45



MERCHANDISING BEST PRACTICES

OBJECTIVES:

Merchandise effectively by highlighting segments and key brand stories to increase traffic and sales. Placing product in the right place and position on the board space.

- Display product by segments to make it easier for the consumer to shop in store (Icons, Stylish and Functional)
- Ensure that display is fully stocked (no empty spaces!)

POSITION PRODUCT ACCORDING TO:

- Levels of Importance & best visibility (best sellers, newness, segments, slow moving)
- Shapes & Materials (square, round, oval / semi-rim, full-rim / metal, acetate)
- Balance of Colors to avoid duplication
- Offer polar and custom fit product when available

10% TOP LEVEL
(Best Sellers)

EYE LEVEL
(New Collections)

80% HAND LEVEL
(Core Collections,
Special Releases)

10% BASE LEVEL
(Slow moving skus,
skus with lower AUR)

